

**Measuring the impact of the content marketing, eWOM and e-trust on purchase intention of Algerian consumers regarding cosmetics: Empirical study**

قياس تأثير تسويق المحتوى، الكلمة المنطوقة الإلكترونية والثقة الإلكترونية على نية الشراء:

دراسة ميدانية للمستهلكين الجزائريين لمستحضرات التجميل

Fari Loubna Sahar <sup>1</sup>, Mouloudj Kamel <sup>2</sup>

<sup>1</sup> Yahia Fares Medea University, Sustainable Local Development Laboratory-Setif (Algeria)  
Fari.sahar@univ-medea.com

<sup>2</sup> Yahia Fares Medea University, Sustainable Local Development Laboratory-Setif (Algeria)  
kmouloudj@yahoo.fr

Received: 01/07/2024

Accepted: 30/09/2024

Published: 30/09/2024

**Abstract:**

The objective of this study is to assess how different aspects of content marketing, electronic word-of-mouth (eWOM), and eTrust influence the purchasing intentions of Algerian consumers of cosmetics. Data was gathered through a structured questionnaire administered to 381 Algerian respondents, and analysis was conducted using the Smart PLS software. The results indicate a significant impact of various dimensions of content marketing (credibility, emotional appeal, trendiness, attractiveness, interactivity, and shareability) on eWOM, electronic trust (e-trust), and purchasing intentions for cosmetics. Additionally, eWOM significantly affects e-trust; and both eWOM and eTrust significantly impact purchasing intentions. Consequently, it is advisable for cosmetics companies to implement a well-defined and meticulously evaluated content marketing strategy across various social media platforms, especially focusing on Facebook, TikTok, and Instagram.

**Keywords:** Content marketing; social media; eWOM; e-trust; purchasing intention.

**JEL Classification Codes :** L8 ,M30

ملخص:

الهدف من هذه الدراسة هو تقييم كيفية تأثير الجوانب المختلفة لتسويق المحتوى، الكلمة المنقولة الإلكترونية، والثقة الإلكترونية على النية الشرائية لمستهلكي مستحضرات التجميل الجزائريين. تم جمع البيانات من خلال استبيان منظم تم إدارته لـ 381 مجيباً جزائرياً، وتم إجراء التحليل باستخدام برنامج Smart PLS. تشير النتائج إلى تأثير كبير لأبعاد مختلفة لتسويق المحتوى (المصداقية، والجاذبية العاطفية، والاتجاه، والجاذبية، والتفاعل، والمشاركة) على الكلمة المنقولة الإلكترونية، والثقة الإلكترونية، ونوايا شراء مستحضرات التجميل. بالإضافة إلى ذلك، تؤثر الكلمة المنقولة الإلكترونية بشكل كبير على الثقة الإلكترونية؛ ويؤثر كل من الكلمة المنقولة الإلكترونية، والثقة الإلكترونية بشكل كبير على نوايا الشراء. وبالتالي، من المستحسن لشركات مستحضرات التجميل تنفيذ استراتيجية تسويق محتوى محددة جيداً ويتم تقييمها بدقة عبر العديد من منصات الوسائط الاجتماعية، لا سيما التركيز على الفاسبوك والتيك توك والأنسغرام.

كلمات مفتاحية: تسويق المحتوى؛ وسائل التواصل الاجتماعي؛ الكلمة المنقولة الإلكترونية؛ والثقة الإلكترونية؛ نية الشرائية.

تصنيفات JEL : L8 ،M30

Corresponding author: Fari Loubna Sahar, e-mail: Fari.sahar@univ-medea.com

## **INTRODUCTION:**

In recent years, social networking sites have seen a significant surge in cosmetic-related content (such as perfumes, skin care products, hair and body care products), accompanied by a notable increase in consumer engagement. This trend has highlighted to cosmetics companies the vast potential of leveraging social platforms to boost sales, enhance brand awareness among female consumers, build trust, and foster strong purchase intentions across various product categories. Globally, the cosmetics market reached a value of 426.4 billion US dollars in 2023, marking substantial growth compared to previous years.

In fact, content marketing in the cosmetics industry is a multifaceted strategy that revolves around engaging and educating consumers while showcasing the allure and efficacy of various beauty products. Through compelling storytelling, informative blog posts, captivating videos, and visually stunning social media campaigns, brands can effectively communicate their unique selling propositions and build a loyal customer base. Whether it's tutorials demonstrating the application of skincare products, or expert advice on choosing the best cosmetics, content marketing in cosmetics aims to both inspire and inform, fostering a deep connection between brands and their audience.

Therefore, given the fierce competition within this industry sector, companies must consistently generate distinctive content that sparks strong consumer desire and purchase intentions. This content must be modern, appealing, and engaging, encouraging consumer interaction and electronic word of mouth (eWOM) about the cosmetics. Moreover, the content should convey emotion and credibility, enhancing consumer's confidence in these products and significantly influencing their purchasing decisions, thereby increasing their inclination to explore a variety of cosmetics.

Based on the above, a research opportunity arises that warrants investigation by posing the following question: What is the impact of content marketing dimensions via social media on purchasing intentions towards cosmetics? Building upon this basic question, the following sub-questions are posed: (1) Does the content marketing dimensions (i.e., credibility, emotion, entertainment value, trendiness and attractiveness, share and interactivity) significantly impact electronic trust (e-trust), eWOM, and purchasing intentions towards cosmetics? (2) Does e-trust and eWOM significantly impact purchase intentions towards cosmetics? (3) Does eWOM significantly impact e-trust towards cosmetics?

On this basis, this paper seeks to investigate the impact of content marketing dimensions, along with eWOM and e-trust, on cosmetics purchase intentions. To achieve this purpose, data were gathered through an electronic questionnaire and subsequently analyzed using the smart PLS software. Accordingly, this paper is significant as one of the few conducted within the Algerian context, where there is a notable lack of literature exploring the connections between content marketing dimensions, eWOM, and e-trust, especially in the realm of cosmetics products within the Arab region. Furthermore, it aims to offer cosmetics company managers' valuable insights into formulating tailored content marketing strategies for specific target segments. Lastly, it seeks to assist content creators and influencers in developing compelling content that fosters trust among consumers of cosmetics products.

## **Hypotheses and study model:**

Drawing upon an extensive literature review, the following hypotheses were formulated

## Measuring the impact of the content marketing, eWOM and e-trust on the purchase intentions of Algerian consumers regarding cosmetics: Empirical study

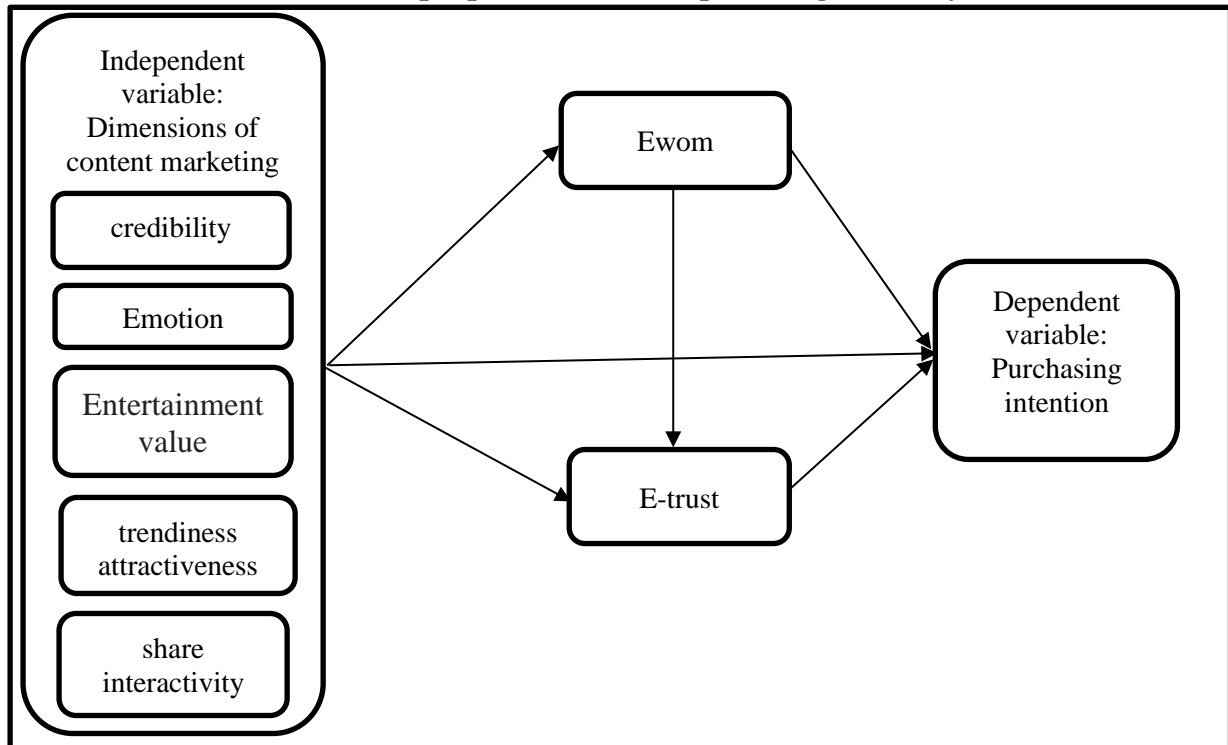
**Hypotheses H1-H5:** The credibility (H1), emotion (H2), entertainment value (H3), trendiness and attractiveness (H4), share and interactivity (H5) significantly influences consumers' e-trust, eWOM, and purchasing intentions for cosmetics.

**H6:** There is a statistically significant impact of the e-trust on purchasing intention towards cosmetics.

**H7:** There is a statistically significant impact of the eWOM on purchasing intention towards cosmetics.

**H8:** There is a statistically significant impact of the eWOM on e-trust towards cosmetics.

**Fig (1): illustrates the proposed relationships among the study constructs**



Source: prepared by authors

The study is bifurcated into two parts: the theoretical aspect, which explores concepts pertaining to content marketing and its dimensions, eWOM, e-trust, and purchasing intention. On the practical side, the study involves conducting an empirical investigation with a sample of 381 cosmetics consumers.

### 1- Literature review:

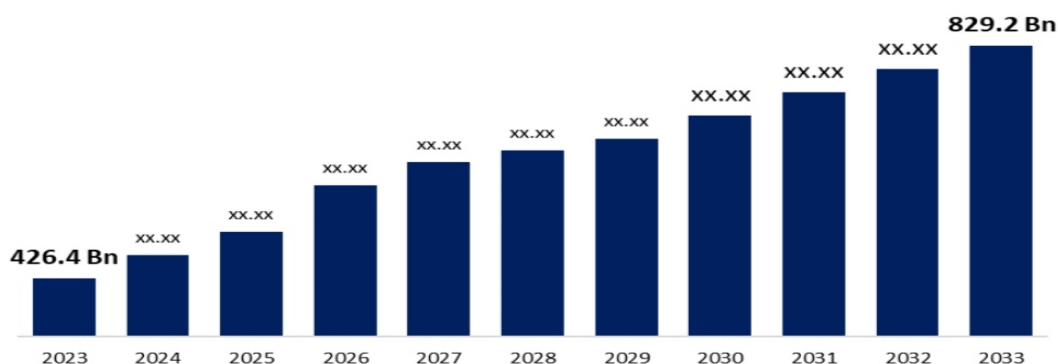
#### 1-1 Content marketing via social media

##### 1-1-1 Definition and objectives of content marketing

Content marketing is a modern marketing strategy that revolves around developing innovative, appealing content in various formats such as videos, images, and audio recordings; this content is disseminated with the intention of engaging the target audience, encouraging interaction through activities like comments, likes, shares (ghezal & lakhdari, 2020, p. 3). According to (mentari, 2020, p. 74), marketing content refers to digital material generated by companies and distributed through social media platforms to reach current and prospective audiences. It relies on cultivating consumer trust in the company's products, necessitating the

creation of pertinent and valuable content to establish a competitive market presence and stimulate purchase intent among potential customers, influencing their decision-making process.

**Fig (2): The expectations of global cosmetics market from 2023 to 2033**



**Source:** <https://www.sphericalinsights.com/reports/cosmeticsmarket#:~:text=The%20Global%20Cosmetics%20Market%20Size,fastest%20during%20the%20forecast%20period> , Consulted 10/05/2024 (20h00).

Based on the figure 2, it is evident that the global cosmetics market was valued at \$426.4 billion in 2023. Projections indicate a steady annual growth rate of 6.88% from 2023 to 2033, with expectations that the market will reach \$829.2 billion by 2033. This sustained growth trajectory underscores the continuous expansion and advancement anticipated in the cosmetics sector.

Through various channels such as blogs, social media, videos, and podcasts, content marketing aims to build trust, establish authority, and ultimately foster long-term relationships between brands and consumers. This approach not only helps in increasing brand awareness but also in influencing consumer behavior, ultimately leading to increased sales and loyalty.

Many researchers eg (ghrieb & boudra, 2022, p. 1081), (sebaa, 2023, p. 1284), (gunardi, hurriyati, & dirgantari, 2020, p. 22) have confirmed that the objectives of content marketing via social media are diverse, as shown in Table 1.

**Table (1): The objective and the importance of content marketing via social media**

Objective of content marketing	Importance of content marketing
- Increasing the public's awareness of the brand.	-Content marketing creates continuous communication between both the company and its current and anticipated audiences to gain its trust and always interact with it.
- Converting the potential microscope into an actual audience.	- Content marketing creates brand awareness and services.
- Communicating the image and identity of the institution in the public's mind.	- Earn more audiences at the lowest cost, time and effort.
- Earn public trust by communicating with them continuously and permanently.	- There is direct communication with the public, answering all his enquiries and finding solutions to all his problems.
- Urge the public to interact and participate, thereby increasing traffic on the site.	- Increase the company's sales and market share.
- Creating the need for certain products or services.	- Increase the number of visitors to the site and make them guardians by earning their trust
- Significantly increase the percentage of sales.	
- Expand the market easily and in a short time.	

**Source:** prepared by authors

## **Measuring the impact of the content marketing, eWOM and e-trust on the purchase intentions of Algerian consumers regarding cosmetics: Empirical study**

Hence, social media platforms have become a prevalent social phenomenon for content marketing among cosmetics companies. This strategy involves crafting and disseminating engaging, valuable, and compelling content, whether through written, visual, or audio formats that incorporates elements of entertainment. By fostering continuous communication, interaction, and engagement, this approach builds trust between cosmetics companies and their current and prospective consumers, ultimately influencing positive purchasing intentions towards their products.

### **1-1-2 Content marketing and social media types**

All components utilized in the marketing strategy via social networking sites constitute content, encompassing audio, written, and visual formats. This can include case studies, e-books, articles, reports, videos, and infographics. Table 2 illustrates the various types of social media content.

**Table (2): Social media types**

<b>Studies and Articles</b>	If the company diversifies the size and type of blog posts it writes, it will be able to attract more consumers, There are quick posts in the range of 400 to 600 words, and there are those that need to add more information.
<b>EBooks and reports</b>	When you produce content that is too large to fit into an article on your blog, you can turn it into a report or book that presents all the information in detail and with evidence. This type of content helps a certain type of consumer in providing an answer to a specific problem, in addition to greatly increasing the credibility of the brand.
<b>Infographic</b>	Charts and designs are considered a visual interpretation to present information in an easy way to the audience and are considered as evidence that makes the content attractive and encourages the participation and interaction of consumers in it, It also saves time, as not all consumers have the time and ability to read.
<b>Video</b>	There are many ideas through which any company can produce attractive visual content, such as sharing events, broadcasting live, highlighting a new product, giving short and useful tips and instructions, instead of writing them.

**Source:** Al Kamli Hatem, 2020, p.4

#### ▪ **Social media types:**

According to a study (commission, 2021, p. 20), the most important sites used by companies as well as consumers are:

- **Facebook:** It is the most popular site that allows easy sharing of photos and videos, text and audio messages. It is a fun site available on a daily and free basis, easy to use and its users have no difficulty understanding.
- **Instagram:** It is a free app for exchanging videos and photos, taking photos using filters and then sharing them via the app itself or sharing them on other sites such as Facebook.
- **YouTube:** It is an effective tool and a useful educational tool, as it offers countless digital content in the form of videos, in addition to the fact that most audiences use it for entertainment.
- **Twitter:** It is one of the best sites to advance exclusive news, where its followers take to the heart of the event, beginning with the world news to the Arab world news, trends,

sport, weather, technology, education, and also follow the influencers; it does not miss single news.

- **LinkedIn:** Is a professional platform that facilitates finding the right job or practical training, in addition to communicating with certain professional entities and strengthening the relationship with them, and also learns the necessary skills to succeed in the career. On the other hand, It can organize events and publish events as well as join groups, write articles and post various photos and videos.
- **TikTok:** A modern app, one of the most important that has imposed itself strongly recently. It encourages them to publish their experiences and tell their stories, as well as to participate in various activities on the ground. Many studies have also proved to be very effective in social marketing, that is to say, offering social issues (joumoua zaki, 2023, p. 12)

### **1-1-3 Content marketing dimensions**

Many studies referred that the content marketing via Social media has a range of dimensions:

- **Value:** Most studies suggest that content can be categorized into two main values: (1) functional value, derived from the practical utility of the product or service; and (2) emotional value, representing the feelings evoked in consumers when using the product or service. Effective content should align with consumer desires and needs, ensuring it is both valuable and easily engaging for interaction (mechti & ait oukaci, 2022, p. 537)
- **Credibility:** Credibility is a critical aspect of content quality. Information presented by the company should be accurate, reliable, and comprehensive. This credibility serves as a crucial ethical component in fostering trustworthiness in the communication between the public and the company, thereby influencing consumer intentions and bolstering confidence. Honest content builds audience trust significantly, facilitating effective communication and interaction with the brand (bekhit, 2019, p. 15)
- **Trendiness:** Modernity or trendiness refers to the timeliness of the information conveyed in content, aligning it with current trends. Keeping content updated enhances trust between the company and its target audience. Modern content is characterized by its continuous updates and the provision of exclusive information, enabling companies to gauge the effectiveness of their marketing efforts based on the quality and relevance of the information provided (elhindaoui, 2023, p. 445)
- **Attractiveness:** Innovative content is both creative and distinctive, setting the company apart from its online competitors. The attractiveness of such content lies in its uniqueness and high quality, making it easily accessible to the target audience. Achieving content attractiveness involves delivering highly creative and innovative material, informed by thorough analysis of the target audience (mahmood abdullah, 2022, p. 164)
- **Emotion:** Numerous studies indicate that emotional content, whether positive or negative, significantly influences audiences' more than neutral content devoid of emotional impact. Specifically, positive content tends to have a stronger effect than negative content. Audiences are more inclined towards positively-toned content when it provides valuable information that resonates with their emotions and sensitivities. Hence, companies should prioritize incorporating emotional elements into their content marketing strategies and activities (fathi mohamed & musad saad, 2022, p. 8)

## Measuring the impact of the content marketing, eWOM and e-trust on the purchase intentions of Algerian consumers regarding cosmetics: Empirical study

---

- **Entertainment:** Entertainment is an important part because it stimulates participants' attitude and continuous pursuit that leads to positive perceptions regarding brand products or services. Marketers also use content marketing to display entertaining, funny and fun content to provide many interesting information to their target audience, such as photos and videos shared on Facebook, Instagram, and Tiktok to satisfy them and create cheer that attracts their attention.

Some studies have claimed that entertainment is a catalytic aspect in encouraging participants' participation in social media sites. Therefore, it can create a pleasant feeling for followers by posting activities that interest them found entertaining across social media sites, such as downloading games and contests that can stimulate follower engagement. Empirical studies have shown that when followers like fun content that is available via social media timers, it will create a positive experience in their minds, thus likely leading them to form a positive intention towards brands (sompoach, phayaphrom, & nurittamont, 2022, p. 664)

- **Interaction and sharing:** Interaction across social media sites allows the company to change communication with its mainly targeted audience, as many studies have found that social interaction is an important incentive to create content created by marketers. This social media provides a space for discussions that contribute to social media platforms related to the brand in order to meet, communicate and talk to others with similar thinking about various products or services as well as their experiences of certain brands.

On the other hand, content-based social media is concerned with basic human beings on content, discussions and comments on the content that has been posted. The main purpose is for users to contact the content provided by a particular profile (e.g. on Flickr, Instagram, Pinterest, and YouTube), because they like it, so the interaction can be defined as information sharing and exchange with others.

Also, the audience interacts when receiving the content provided by the company, including by sharing content. It is the extent to which the former individual changes, distributes and receives the company's content about products or services in social media. Thus, participation fosters communication between the public and the company, as well as among audience members and consumers (sergius, 2021, p. 67). Therefore, entertainment can positively influence purchase intentions. Public perceptions of advertising value are shaped by factors such as message's media value, emotional appeal, credibility, and trendiness, which subsequently impact public awareness and buying intentions.

### 1-1-4 The social media content marketing strategy

Many studies including (mamdouh, 2023, p. 3) and (sahraoui & alagha, 2021, p. 28) indicate that the cornerstone of social media content marketing strategy revolves around addressing a fundamental set of questions known as the 5Ws, which include:

- **Who:** The target audience identifies its desires, and needs by selecting suitable methods, such as utilizing videos or images that resonate and effectively communicate with them.
- **What:** The marketing content is tailored to meet the needs of the target audience, focusing on dimensions like creating valuable and engaging content.
- **Where:** Identifying digital channels and methods to deliver marketing content that align with the company's budget and the characteristics of the target audience, such as YouTube.

- **When:** Every marketing plan has defined start and end periods aligned with the company's marketing opportunities, such as events and holidays. Therefore, content needs regular updates to remain relevant.
- **Why:** The content marketing plan aims to encompass its core purpose and various objectives, including growth, targeting, and profitability.
- **How:** Following content publication, it is evaluated based on metrics such as audience engagement, website traffic, return on investment comparison, and performance measured by KPIs (Key Performance Indicators).

## **1-2 Definition of consumer's eTrust and eWOM:**

### **1-2-1 definition of consumer's eTrust**

According to (khalikus, waris, & wahono, 2022, p. 80), e-trust represents a foundational element in relationship marketing. It signifies the belief or expectation that arises from a party's interactions with its exchange partner. Broadly speaking, it is a psychological state that reflects the target audience's confidence in the company as a trustworthy partner. This trust is influenced by various factors, including empathy, which is the belief that the other party shares similar interests and fosters mutual understanding. Integrity is another factor, representing the extent to which consumers believe the company will uphold its promises and demonstrate competence in fulfilling its functions. The audience's belief in the company's capability to meet their needs and desires is crucial in this context.

In addition, according to (sompoach, phayaphrom, & nurittamont, 2022, p. 664), e-trust is a recurring theme in the context of social media content and significantly impacts consumer purchasing intentions. Over time, audiences heavily rely on relevant information provided by specific influencers whom they perceive as trustworthy sources. These influencers play a pivotal role in shaping consumer purchase intentions. Previous research also highlights that trust is positively influenced by the quality of content marketing on social media, which in turn positively affects purchase intentions. Thus, it can be concluded that trust stands out as the most critical element in social media marketing, motivating audiences to proceed with online purchases and significantly influencing consumer intentions.

### **1-2-2 Definition of eWOM**

The eWOM is an informal and non-commercial means of communication. It's a communication method that provides the public with different information about sellers, product characteristics, features and ways to use all this information on social media sites. So, an eWOM is a negative or positive statement between two or more people on social media about products or services provided by producers or audiences, who may be past, potential or actual, may be present in comments and conversations (djoual & boudi, 2021, p. 1151).

eWOM is the statements made by current, potential and former consumers about the content of a particular cosmetics brand. These statements are related to the quality or poor quality of the source and also in terms of trustworthiness, content that has a high degree of credibility, emotion, and modernity makes consumer's statements positive, and thus the level of trust increases and creates a purchasing intention and desire to try these cosmetics.



## **Measuring the impact of the content marketing, eWOM and e-trust on the purchase intentions of Algerian consumers regarding cosmetics: Empirical study**

---

### **➤ The importance of an electronically spoken word:**

According to the study (mamdouh, 2023, p. 4), the importance of an eWOM is:

- An important introduction to purchasing intention for the public is especially for those who have no experience or knowledge of the product as it creates a cognitive awareness.
- The eWOM contributes to reducing the degree of uncertainty and ambiguity that makes purchasing decisions difficult.
- Contributes to directly affecting purchasing intent, being more convincing in consumers.
- It has a moral effect in reducing the level of perceived risks when making a purchase decision, which is trusted as a source of information.
- The company helps in the evaluation of its products and services. It is a channel for the public in which all their opinions and experiences are presented and shared towards that company's products/services.
- It is important to use it as a source of brand recognition on social media as a non-commercial. mobile advertising offer to the company attracts the public at the lowest cost.
- It is also useful in creating an intention to buy and buy back in the target audience and tends to spread its positive experience and impressions, and it makes recommendations to go through the experience.

### **1-2-3 Purchasing intention**

The researcher (lachachi & abou kacem, 2018, p. 51) defines purchasing intent as the stage of behavioral and mental preparedness for a potential behavioral attitude or behavior, often used to anticipate responsive behavior towards a particular product, is influenced by a range of psychological factors such as perception, social and demographic factors, as well as the purchasing attitude resulting from positive trends towards the company and its products.

Many studies such as (sompoch, phayaphrom, & nurittamont, 2022, p. 664), have demonstrated that in context of online buying, trust is significant aspect of eWOM adoption and the eWOM can assist electronic sellers by transforming social media suggestion into purchase. Also, the entertainment and interactivity have an impact on purchase intention because the interactivity and entertainment are a useful and supplementary techniques of acquiring more information when marketing online purchase intention. According to Dabhokar et al.' (2015) research, the consumer's buying intention are literally increased by eWOM credibility and trust as a result of the good eWOM adoption.

Studies of (vendri, prima lita, & verinita, 2023, p. 2583), (riyadini & krisnawati, 2022, p. 743) have found that content marketing via social media is applied well and effectively through what is presented in the content and is taken into account in order to modify it according to the characteristics of the company to obtain all information about the desire and needs of the target audience, and create positive purchase intent among consumers.

Therefore, it can be said that the consumer's purchasing intention is a very important indicator for cosmetics companies, which helps them predict the likelihood that the target audience will buy or buy back a particular product cosmetics, and also refers to general consumer preferences as to whether the company's cosmetics product meets their expectations, desires and needs.

**2- Empirical Study:**

**2-1 Methodology**

Methodology refers to the systematic framework and procedures used to conduct research or investigate a particular phenomenon. It encompasses the overall approach, design, data collection methods, and analysis techniques employed to address research questions or objectives. On this basis, the survey aimed to gather information on the prevalent social networking platforms used, consumer engagement with cosmetics, the influence of content dimensions on e-trust and eWOM, and their impact on consumers' purchasing intentions. The study targeted Algerian consumers who use cosmetics and participate in social media. A sample of 381 cosmetics consumers was selected. We distributed an electronic questionnaire via Facebook, TikTok, Instagram, WhatsApp, and pages dedicated to cosmetic presentations and tutorials, running from December 2023 to Avril 2024. Data from the questionnaire was analyzed using the latest version of the statistical software Smart PLS.

➤ **Analysis of the study results**

**Table (3): The Respondents Socio-Demographic Backgrounds**

<b>Socio-Demographic</b>		<b>total</b>	<b>Percentage</b>
<b>Gender</b>	Male	116	30.45%
	Female	265	69.55%
	total	381	100%
<b>Age (years old)</b>	Less than 17	48	12.6%
	18 to 29	137	36.0%
	30 to 40	123	32.3%
	More than 41	73	19.2%
	total	381	100%
<b>Social status</b>	Single	201	52.8%
	Married	170	44.6%
	Divorced /widow	10	2.6%
	total	381	100%
<b>Educational level</b>	Secondary and lesser	60	15.7%
	University level	200	52.5%
	Postgraduate	121	31.8%
	total	381	100%
<b>Professional status</b>	Student	77	20.2%
	Employee	182	47.8%
	Employment (freelance job)	41	10.8%
	Retired	28	7.3%
	Not working	53	13.6%
	total	381	100%
<b>Degree cosmetics use</b>	Daily	342	89.8%
	Sometimes	30	7.9%
	Rarely	9	2.4%
	total	381	100%
<b>Degree of social media use</b>	Daily	291	76.4%
	Sometimes	50	13.1%
	Rarely	40	10.5%
	total	381	100%

**Source:** Prepared by authors based on the SPSS program

## Measuring the impact of the content marketing, eWOM and e-trust on the purchase intentions of Algerian consumers regarding cosmetics: Empirical study

Table 3 illustrates that females make up 69.55% of the total sample (265 respondents), while males comprise 30.45% (116 respondents). In terms of age distribution, 36% of respondents are between 18 and 29 years old, 32.3% (123 consumers) are aged 30 to 40 years old, 19.2% (73 consumers) are over 41 years old, and the remaining 12.6% are under 17 years old. Regarding social status, the table indicates that 52.8% of respondents are single, and 44.6% are married. In terms of educational level, the majority of respondents (52.5%) have attained a university degree, followed by 21% at the postgraduate level, with 15.7% at secondary school or below. In terms of professional status, 47.8% of respondents are employees, 10.8% work freelance, 20.2% are students, 13.6% are unemployed, and 7.3% are retired. In terms of the frequency of cosmetics use, Table 2 indicates that 76.4% (291 respondents) use cosmetics daily, 13.1% (50 respondents) use them occasionally, and the remaining 10.5% (40 respondents) use them infrequently.

**Table (4): degree of social media use**

Variable	Total & percentage	Daily	Sometimes	Rarely	Don't use it	Direction	Ranking
Facebook	total	268	77	17	19	daily	3
	percentage	70.3%	20.2%	4.5%	5%		
Instagram	total	301	46	21	13	daily	1
	percentage	79%	12.1%	5.5%	3.4%		
Tiktok	total	288	43	18	32	daily	2
	percentage	75.6%	11.3%	4.7%	8.4%		
YouTube	total	82	246	32	21	sometimes	4
	percentage	21.5%	64.6%	8.4%	5.5%		
Pinterest	total	17	167	114	83	sometimes	5
	percentage	4.5%	43.8%	29.9%	21.8%		
Sites of cosmetics	total	9	131	174	67	rarely	6
	percentage	2.4%	34.4%	45.7%	17.6%		

Source: Prepared by based on the SPSS statistical program

Table 4 illustrates that the consumers use Instagram, Tiktok, and Facebook every day and YouTube with interest use them sometimes, while sites of cosmetics products turn to them rarely. Therefore, the most important social media that consumers use them every time to get all information that they need it also find out all the new trending.

### 2-2 Analysis of the study variables

**Table(5): Results of descriptive statistics for the content marketing dimensions axi**

variables	Number of Items	Mean	S.D.	Overall trend
Emotion	3	1.920	0.802	agree
Credibility	3	2.126	0.786	agree
Entertainment	3	1.622	0.835	strongly agree
Attractiveness & trendiness	3	1.944	0.768	agree
Share & interaction	3	1.892	0.917	agree
Total dimensions	15	1.901	0.642	agree

Source: Prepared by based on the SPSS program

The table shows that the mean of the entertainments 1.622 that means that the consumers are strongly agree, while all of the consumers are agree in the rest dimensions share & interaction, emotion, attractiveness & trendiness, and credibility, therefore, the total mean of the independent variable axis “the dimensions of content marketing in social media” is 1.901 this indicates that the individuals of the sample are agree with all dimensions.

**Table (6): Results of descriptive statistics for the eWOM and trust axis**

<b>Variables</b>	<b>Number of Items</b>	<b>Mean</b>	<b>S.D.</b>	<b>Overall trend</b>
<b>eWOM</b>	5	1.976	0.795	Agree
<b>e-trust</b>	5	1.850	0.897	Agree

**Source:** Based on the SPSS program

The table shows that the overall mean of the variable axis “consumer’s eWOM” is 1.976 and the sample mean of e-trust is 1.850, this indicates that the respondents are agree. Thus, the consumers see that the eWOM and e-trust are important and play a major role in purchasing intent and making a purchase decision.

**Table(7): Results of descriptive statistics for the purchasing intention**

<b>variables</b>	<b>Number of Items</b>	<b>Mean</b>	<b>S.D.</b>	<b>Overall trend</b>
<b>Purchasing intention</b>	6	1.959	0.816	agree

**Source:** Based on the SPSS program

The table shows that the total mean of the variable axis “purchasing intention” is 1.959 and the standard deviation is 0.81658 that mean that the individuals of the sample are agree, if they want to buy cosmetics, they will buy through social media, also they will browse the content offered by cosmetics pages via social media daily, and they will advise family and friends to explore it when they have a intention to buy cosmetics.

## **2-2 Evaluation of the measurement model**

### **➤ The model quality indicators:**

The quality of the model is measured according to the following indicators:

- **Standard model evaluation:** to know the validity and relevance of the model to the research environment, the model has to be in high credibility and reliability through convergent validity and discriminant.

▪ **Table (8): Measuring the degree of reliability and validity**

<b>variables</b>	<b>Cronbach’s alpha</b>	<b>Composite reliability A</b>	<b>Composite reliability (CR)</b>	<b>AVE</b>
<b>Purchasing intention</b>	0.943	0.950	0.915	0.779
<b>e-trust</b>	0.952	0.957	0.967	0.853
<b>eWOM</b>	0.913	0.916	0.967	0.853
<b>Share &amp; interaction</b>	0.926	0.926	0.953	0.871
<b>Credibility</b>	0.804	0.832	0.884	0.718
<b>Trendiness</b>	0.919	0.925	0.949	0.801
<b>Emotion</b>	0.899	0.900	0.938	0.834
<b>entertainment</b>	0.949	0.950	0.967	0.907

▪ **Source:** Prepared by based on the smart PLS program

## Measuring the impact of the content marketing, eWOM and e-trust on the purchase intentions of Algerian consumers regarding cosmetics: Empirical study

The table above shows that all AVE averages are more than 0.50 and all composite reliability transactions are more than 0.7 that means, it is moral and statistically acceptable, also, all Cronbach's Alpha are acceptable because they are higher than 0.60, that means that there is a convergent validity and this is proof of the quality of the measurement model used.

**Table (9): measuring the collinear Discriminant validity of the study variables**

Variables	vif
ewom → trust	1.801
ewom → purchasing intent	2.909
Trust → purchasing intent	2.821
Total dimensions → e- trust	1.801
Total dimensions → eWOM	1.000
Total dimensions → purchasing intent	1.958

Source: Prepared by based on the smart PLS program

The table above shows that all VIF value transactions are moral and statistically acceptable, as all value are less than 3 this is evidence of a difference between variables, and therefore the model is high quality and reliability.

### ➤ Fornell and Larcker analysis:

This study employs the Fornell and Larcker method to assess discriminant validity, as detailed in Table 10.

**Table(10): Fornell and Larcker method**

	CRD	dimensions	emotion	entrtn	intention	share	trend	e-trust	eWOM
Credibility	0.847								
Dimensions	0.653	0.713							
Emotion	0.419	0.856	0.913						
Entrtnaimt	0.290	0.815	0.792	0.953					
Intention	0.426	0.556	0.443	0.539	0.883				
Share	0.517	0.832	0.622	0.533	0.336	0.933			
Trendnss	0.532	0.734	0.414	0.401	0.414	0.599	0.928		
e-trust	0.478	0.654	0.483	0.594	0.834	0.414	0.515	0.924	
eWOM	0.397	0.667	0.587	0.657	0.673	0.463	0.448	0.784	0.861

source: Prepared based on the smart PLS program

From the table 10, we found that each variable represents it self, for example the variable "dimensions of content marketing" achieved a value of 0.713 and achieved with purchasing intent 0.556, e-trust 0.654 and eWOM 0.667, we can see that the value that it achieved with it self is higher than with the reste of the variables, while the consumer's e-trust variable achieved with it self 0.924 compared to other variables (dimensions, purchase intent and eWOM) 0.667, 0.834 and 0.673, the eWOM value 0.861 compared to other dimensions 0.667, e-trust 0.784 and purchase intent 0.834, also the purchase intent value with itself 0.883 which is higher the with e-trust 0.834 and eWOM 0.673.

Thus, the variables used are non-duplicate and no overlap between them, as result discriminant validity is achieved and the study model is credible and reliable.

- **Path coefficients:** the coefficients values must range between 1 to -1, where 0 to 1 it indicates a strong positive relationships, and from 0 to -1 indicates an inverse relationship in PLS SEM, as shown in the next table:

**Table(11): path coefficients**

variables		path	
CREDIBILITY	—————>	content marketing	0.188
Emotion	—————>	content marketing	0.268
Share & interaction	—————>	content marketing	0.254
Entertainment	—————>	content marketing	0.315
Attractiveness and trendiness	—————>	content marketing	0.249
Content marketing	—————>	e-trust	0.236
Content marketing	—————>	eWOM	0.667
eWOM	—————>	e-trust	0.627
eWOM	—————>	purchasing intent	0.407
e-trust	—————>	purchasing intent	0.794
Content marketing dimensions	—————>	purchasing intent	0.500

➤ **Source :** Prepared by based on the smart PLS program

The table above shows that all path coefficients value are positive, this indicates an expulsive relationship between all variable and each dimension affect to content marketing with value ( 0.236 for eTrust, 0.667 for eWOM and 0.500 for purchasing intention), while e-trust and eWOM affect on purchase intent with 0.794 and 0.407, also eWOM affect on consumer’s e-trust with value 0.627.

### 2-3 Testing the study hypotheses and Discussing the results f the study

**Table (12): path coefficients booting**

Relationship	Original sample	Sample mean	T. satisf	P.value	Results of hypotheses
Credibility ➡ e-trust	0.123	0.123	9.781	0.000	<b>Accepted</b>
Credibility ➡ eWOM	0.126	0.126	10.64	0.000	
Credibility ➡ purchase intention	0.105	0.105	8.224	0.000	
Emotion ➡ e-trust	0.175	0.175	12.72	0.000	<b>Accepted</b>
Emotion ➡ eWOM	0.179	0.179	12.40	0.000	
Emotion ➡ purchase intention	0.149	0.149	9.891	0.000	
Entertainment ➡ e- trust	0.206	0.206	13.35	0.000	<b>Accepted</b>
entertainment ➡ eWOM	0.210	0.210	13.43	0.000	
entertainment ➡ purchase intention	0.175	0.175	10.32	0.000	
Attrctiv & trendiness ➡ e- trust	0.160	0.159	11.65	0.000	<b>Accepted</b>
attrctiv & trendiness ➡ eWOM	0.163	0.162	13.19	0.000	
attrctiv/trendiness➡ purchase intention	0.136	0.135	9.613	0.000	
Share & interaction ➡ e- trust	0.166	0.166	15.10	0.000	<b>Accepted</b>
Share & interaction ➡ eWOM	0.169	0.169	17.11	0.000	
Share/interaction ➡ purchase intention	0.141	0.141	11.48	0.000	
trust ➡ purchase intent	<b>0.794</b>	0.792	14.68	0.000	<b>Accepted</b>
eWOM ➡ purchase intent	<b>0.544</b>	0.543	8.030	0.000	<b>Accepted</b>
eWOM ➡ e-trust	<b>0.627</b>	0.624	9.730	0.000	<b>Accepted</b>

**Source:** prepared by researchers based on the smart PLS program

## Measuring the impact of the content marketing, eWOM and e-trust on the purchase intentions of Algerian consumers regarding cosmetics: Empirical study

---

The table 12, we relied on the result achieved to test the validity of hypotheses using bootstrapping, it has been reached that:

**H1: There is a significant impact of the credibility of content marketing via social media on consumer's e-trust and eWOM and purchasing intention towards cosmetics.**

There is a positive impact of the credibility of content marketing via social media on consumer's e-trust and eWOM and purchasing intention towards cosmetics, where this impact reached value 0.123 for e-trust, 0.126 for eWOM and 0.105 for purchasing intention, it is also noting that this impact is significant because the *P* value was 0.000 which is less than the indicative level 0.005. Thus, the hypothesis of H1 is accepted.

**H2: There is a statistically significant impact of emotion in content marketing via social media on consumer's e-trust and eWOM and purchasing intention towards cosmetics.**

There is a positive impact of emotion in content marketing via social media on consumer's e-trust and eWOM and purchasing intention towards cosmetics, where this impact reached value for 0.175 e-trust, 0.179 for eWOM and 0.149 for purchasing intention, it is also noting that this impact is moral and statistically significant because the *P* value was 0.000 which is less than the indicative level 0.005. Thus, the hypothesis of H2 is accepted.

**H3: There is a statistically significant impact entertainment content marketing via social media on consumer's e-trust and eWOM and purchasing intention towards cosmetics.**

There is a positive impact of for emotion in content marketing via social media on consumer's e-trust and eWOM and purchasing intention towards cosmetics, where this impact reached value 0.206 for e-trust, 0.210 for eWOM and 0.175 for purchasing intention, it is also noting that this impact is significant because the *P* value was 0.000 which is less than the indicative level 0.005. Thus, the hypothesis of H3 is accepted.

**H4: There is a significant impact of both trendiness and attractiveness of content marketing via social media on consumer's eTrust and eWOM and purchasing intention towards cosmetics.**

There is a positive impact of for emotion in content marketing via social media on consumer's e-trust and eWOM and purchasing intention towards cosmetics, where this impact reached value 0.166 for e-trust, 0.169 for eWOM and 0.141 for purchasing intention, it is also noting that this impact is significant because the *P* value was 0.000 which is less than the indicative level 0.005. Thus, the hypothesis of H4 is accepted

**H5: There is a significant impact of both dimensions share and interactivity of content marketing via social media on consumer's e-trust and eWOM and purchasing intention towards cosmetics.**

There is a positive impact of for emotion in content marketing via social media on consumer's e-trust and eWOM and purchasing intention towards cosmetics, where this impact reached value 0.123 for e-trust, 0.126 for eWOM. and 0.105 for purchasing intention, it is also noting that this significant because the *P* value was 0.000 which is less than the indicative level 0.005. Thus, the hypothesis of H5 is accepted

**H6: There is a significant impact of the e-trust consumer's on purchasing intention towards cosmetics.**

There is a strong positive impact of the e-trust on consumer’s purchasing intention towards cosmetics, where this impact reached value 0.794, it is also noting that this impact is significant because the *P* value was 0.000 which is less than the indicative level 0.005.

Thus, the hypothesis of H6 is accepted.

**H7: there is a significant impact of the eWOM on consumer’s purchasing intention towards cosmetics.**

There is a strong positive impact of the eWOM on consumer’s purchasing intention towards cosmetics, where this impact reached value 0.544, it is also noting that this impact is significant because the *P* value was 0.000 which is less than the indicative level 0.005. Thus, the hypothesis of H7 is accepted

**H8: there is a significant impact of eWOM on consumer’s e-trust towards cosmetics.**

There is a strong positive impact of the eWOM on consumer’s e-trust towards cosmetics, where this impact reached value 0.627, it is also noting that this impact is moral and statistically significant because the *P* value was 0.000, which is less than the indicative level 0.005. Thus, the hypothesis of H8 is accepted.

**Table (13): Total effect**

Relationship	Original sample	P.value
Content marketing $\implies$ purchasing intention	0.556	0.000

**Source:** Prepared by based on the smart PLS program

There is strong positive impact of the content marketing dimensions via social media on consumer’s purchasing intention for cosmetics, where this impact reached value 0.556, it is also noting that this impact is significant because the *P* value was 0.000 which is less than the indicative level 0.005, this is evidence that content marketing through social media plays a role in creating purchasing intent, whether directly or indirectly impact by consumer’s e-trust and eWOM.

**Conclusion:**

The content is the voice of the brand that addresses consumers and the attractive element for consumers searching for various information about cosmetics, and that the absence of dimensions (emotion, credibility, entertainment, trendiness and instructiveness, share and interactivity) affects the effectiveness of content marketing in terms of its ability to achieve its tasks in attracting consumers and making them interact with it and make the eWOM positive as it affects consumer’s trust significantly and directly and create a purchasing intention in them.

**Recommendations:**

- Cosmetics companies direct their content through social networking sites to the age groups from 17 years to 40, as they are the largest group in the marketing sector, and thus study their behavior and work to gain their trust while taking advantage of these consumers in promoting the brand through viral marketing of content via eWOM.
- It is necessary for small, medium and large cosmetics companies to adopt a content marketing strategy through various social media sites, especially Facebook, Tik Tok and Instagram, and to create content on an ongoing basis using tools like adobe photoshop,



## Measuring the impact of the content marketing, eWOM and e-trust on the purchase intentions of Algerian consumers regarding cosmetics: Empirical study

---

Canva, capcut, opus clip, Chatgpt, flick and captions app, including a work team responsible for following up and updating the company's content through KPS and one of the tools hubspot, sendinblue, keap, story chief, while following up on users' responses to their content. With the presence of a content editorial director who writes and composes content marketing stories that are recorded in the mind of the consumer and creates confidence in the direction of the brand.

- Always working on developing a content marketing strategy to be able to have a greater impact on the spoken word, which in turn creates confidence in the direction of the brand and the products it offers.
- To increase consumer interaction and sharing and make the content attractive, companies should create instructional videos about cosmetics and how to use them, in addition to live broadcasts in which these cosmetics are tried on, also relying on hashtags and keywords, memes, the trend, always share reels and carousels.
- The entertainment factor in cosmetics content is crucial for swiftly capturing consumer interest, fostering interaction, and encouraging content sharing. This is achieved through creating engaging short video clips, organizing challenges and competitions with prizes, incorporating lively music and vibrant visuals, and collaborating with influencers.
- Emotion and credibility affect on consumer's purchasing intentions towards cosmetics. Companies should showcase impactful content that highlights consumer's self-confidence through the use of cosmetics, emphasizing their enhanced beauty and attractiveness. Furthermore, they should feature authentic narratives of consumers sharing positive past experiences.

### Bibliography List:

- Al Kamli, H. (2020). *a comprehensive guide to the content marketing plan*. iclick.
- Bekhit, A. T. (2019). The impact of content marketing on the customer's buying behavior - analysis of the intermediate role of the mental image and customer trends. *Scientific Journal of Trade and Finance*, 39(4), p.15.
- Djoual, M., & Boudi, A. (2021). The electronic word of mouth and its impact on hotel service purchase decision ( an applied study on red carpet hotel customers in the state of mila. *Journal of the Institute of Economic Sciences*, 24(01), p.1151.
- Economic and Social Commission for Western Asia. (2021). *Marketing via social media and promotion of productive activities reposant to renewable energies*. akkar, Lebanon: Escwa, United Nations.
- Elhindaoui, A. M. (2023). Determinants of sales website content marketing affecting electronic purchasing behavior. *journal of trade and finance*(2), p.445.
- fathi mohamed, h., & musad saad, b. (2022). Personality traits as a modified variable in the relationship between content marketing for digital viewing platforms and the perceived value of a service. *Journal of management research*, 40(4), p8.
- ghezal, m., & lakhdari, n. (2020). Customer trends on content marketing on social media by the brand - study of sample of users of social networking sites. *The fourth international conference on the distinguished performance of organizations and governments and marketing developments in light of contemporary developments and their implications for institutional performance*, (p. p3).
- ghrieb, t., & boudra, k. (2022). The contribution of content marketing to achieving customer satisfaction - an analytical study of customers of algeria telecom. *Journal of financial, accounting and administrative studies*, 9(1), p1081-1082.

- gunardi, g., hurriyati, r., & dirgantari, d. p. (2020). The strategy of small and meduim enterprises (smes) in up randing social media marketing to content marketing. *jurisma jurnal riset bisnis and manajemen*, 10(1), p22.
- joumoua zaki, c. i. (2023). Social marketing through content produced by tiktok users in egypt. *Arab journal for media and communication*(41), p12.
- khalikus, s., waris, a., & wahono, b. (2022). Preceived price, etrust, esatisfaction, and online repurchase intention- a study of young online consumer behavior. *jurnal Ilmiah bidang akuntansi dan manajemen*, 19(1), p80.
- lachachi, m., & abou kacem, y. m. (2018). The determinants of purchase intention in thetelecommunication sector- case study of dJEZZY4S CUSTOMERS. *Al bashaer economic journal*, 4(2), p51.
- mahmood abdullah, m. (2022). The role of content marketing in achieving customer happiness an analytical study of the opinions of sample of (apple-iphone) users in three faculties of tikrit university. *tikrit journal of administrative and economics sciences*, 18(59), p164.
- mamdouh, a. a. (2023). the extent to which content marketing contributes to promoting entrepreneurship - the positive mediating role of word of mouth" an analytical study of the opinions of a sample of egyptian hotel huests". *arab journal of administration*, 46(2), p4.
- mamdouh, a. a. (2023). the extent to which content marketing contributes to promoting entrepreneurship - the positive mediating role of word of mouth" an analytical study of the opinions of a sample of egyptian hotel huests". *arab journal of administration*, 46(2), p3.
- mechti, f., & ait oukaci, f. (2022). The impact of content marketing on the cognitive of awareness of mobile phone subscribers through facebook. *Al bashaer economic Journal*, 8(1), p537.
- mentari, v. m. (2020). Cosumer trust towards content marketing of food and beverage businesses on instagram - empirical analysis of taiwanese singaporean consumers. *International journal of business and administrative studies*, 6(2), p74.
- mohamed atef adel naem, y. (2021). Marketing with content strategies for arab digital watching platform through social media sites (watch it " platform. *journal of mass communiation research*, 56(2), p765-767.
- riyadini, g. n., & krisnawati, w. (2022). Content marketing, brand awareness and online customer review on house wives purchasing intention on shoppe. *journal of interdisciplinary social studies*, 1(6), p734.
- sahraoui, a., & alagha, m. (2021). *Content marketing the comprehensive guide*. naktublak.
- sebaa, s. a. (2023). Mediating etrust in the relationship between content marketing and customer retention - an applied study on users of electronic shopping sites. *Scientific journal for financial and commercial studies and research*, 4(1), p1284.
- sergius, a. a. (2021). The effectt of SMMAs on EWOM - the mediating role of brand awareness and brand image. *scientific journal of economics and trade*, 51(2), p67.
- sompoch, h., phayaphrom, b., & nurittamont, w. (2022). The impact of social media marketing activities on consumer purchase intention - case of facebook live streaming. *international journal of trend in scientific research and development*, 6(3), p664.
- Spherical(2024)**:<https://www.sphericalinsights.com/reports/cosmeticsmarket#:~:text=The%20Global%20Cosmetics%20Market%20Size,fastest%20during%20the%20forecast%20period> , Consulted 10/05/2024 (20h00).
- vendri, i. s., prima lira, r., & verinita. (2023). The influence of social media marketing activities on brand equity and purchse intention (study of silungkang restaurant instagram followers). *Journal of social research*, 12(7), p2583.